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NeoGames' BtoBet Marks North American Market Entry with PlayAlberta Sportsbook Agreement

Sports betting supplier to provide the only regulated online gambling website for the Canadian province of Alberta with a fully managed sportsbook

LUXEMBOURG, Aug. 10, 2023 (GLOBE NEWSWIRE) -- NeoGames S.A. (Nasdaq: NGMS) ("NeoGames" or the "Company"), a technology-driven provider of end-to-end iLottery and iGaming solutions, announced today that its subsidiary BtoBet, a sports betting provider, has entered into a long-term sportsbook partnership with Alberta Gaming, Liquor & Cannabis (AGLC and PlayAlberta.ca), the only legal online gambling website for the Canadian province of Alberta. This agreement also marks BtoBet's entry into the North American market.

This partnership follows the agreement that AGLC already has in place with NeoPollard Interactive to build and maintain PlayAlberta's gambling platform.

Through this agreement BtoBet will assist in the growth and improvement of PlayAlberta's online sportsbook, providing its fully managed sportsbook solution, ensuring unparalleled online sports betting entertainment for PlayAlberta's players. PlayAlberta plans to complete its online sportsbook migration to BtoBet's cutting-edge sportsbook technology during Q3 2023.

BtoBet's quick integration, compliant technology, and speed-to-market capabilities will enable the partnership to expand rapidly.

Tsachi Maimon, President and Head of iGaming at NeoGames said: "We are delighted to enter into this long-term partnership with PlayAlberta, allowing us to enhance and expand their sports betting platform and services. As a proven leader in sportsbook provision, BtoBet is confident that this collaboration with PlayAlberta will provide their players with the optimal betting entertainment they demand – be it a strong offering related to hockey, player props, or same game parlays. We are excited to usher in the next generation of betting experiences through localised betting offers, including offers for the Canadian Football League, the Premier Lacrosse League, and unique special bets for a variety of sports focused on Canadian athletes."

About NeoGames

NeoGames is a technology-driven innovator and a global leader of iLottery and iGaming solutions and services for regulated lotteries and gaming operators. The Company offers its customers a full-service suite of solutions, including proprietary technology platforms, two dedicated game studios with an extensive portfolio of engaging games – one in lottery and one in casino games, and a range of value-added services. The recent strategic acquisition of Aspire Global Group enables NeoGames to offer the most comprehensive portfolio across iLottery, an innovative sports betting platform from BtoBet, an advanced content aggregation solution from Pariplay, and a complete set of B2B Gaming tech and Managed Services. NeoGames remains an instrumental partner to its customers worldwide, as it works to maximize their revenue potential through various offerings, including regulation and compliance, payment processing, risk management, player relationship management, and player value optimization. NeoGames strives to be the long-term partner of choice for its customers, empowering them to deliver enjoyable and profitable programs to their players, generate more revenue, and maximize proceeds to governments and good causes.

Forward-looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The Company intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933, as amended (the "Securities Act") and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). Such statements are based upon current plans, estimates and expectations of management that are subject to various risks and uncertainties that could cause actual results to differ materially from such statements. The inclusion of forward-looking statements should not be regarded as a representation that such plans, estimates and expectations will be achieved. Words such as "anticipate," "expect," "project," "intend," "believe," "may," "will," "should," "plan," "could," "may," "continue," "target," "contemplate," "estimate," "forecast," "guidance," "predict," "possible," "potential," "pursue," "likely," and similar expressions are intended to identify forward-looking statements, though not all forward-looking statements use these words or expressions. All statements, other than statements of historical fact, including statements regarding BtoBet providing PlayAlberta's online sportsbook, are forward-looking statements.

These forward-looking statements are subject to risks, uncertainties and assumptions, some of which are beyond our control. In addition, these forward-looking statements reflect our current views with respect to future events and are not a guarantee of future performance. Actual outcomes may differ materially from the information contained in the forward-looking statements as a result of a number of factors including, without limitation the risk factors set forth in Item 3.D. "Key Information- Risk Factors" in our annual report on Form 20-F for the year ended December 31, 2022, filed with the Securities and Exchange Commission on April 28, 2023, and other documents filed with or furnished to the SEC. These statements reflect management's current expectations regarding future events and operating performance and speak only as of the date of this press release. You should not put undue reliance on any forward-looking statements. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that future results, levels of activity, performance and events and circumstances reflected in the forward-looking statements will be achieved or will occur. Except as required by applicable law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

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